



Cecilia's World DRIED FRUIT

This newly-launched brand reflects the honest, authentic history and stories of renowned Koelfontein Farm

AT SOURCE HANDMADE FOODS, THE largest retailer 'house brand' dried fruit supplier in South Africa and the engine behind Woolworths' and Pick n Pay's dried fruit ranges, has launched its very own dried fruit brand – Cecilia's World. This quirky and excitingly different brand has been conceptualised against the backdrop of Koelfontein Farm, the family farm in the heart of the Warm Bokkeveld where At Source founder and managing director, Handri Conradie, is a sixth-generation fruit farmer.

Koelfontein is etched in history and filled with the stories of the real people who have made this family business a national success. It oozes the age-old passion for farming and high-quality produce that's embodied by the Conradie family and their products, and is the beautiful, rural wonderland where Handri grew up, and where his children now have the same privilege.

In finding a way to bring the places and stories of Koelfontein to life, the brand is named after Handri's daughter who, along with her two brothers, embodies the child's-view wonder that



this farm inspires, and which we hope to share in through the brand. Cecilia's World truly is a place to rediscover your child-like spirit and revel in the real joys of life in a beautiful, enchanting place like Koelfontein.

These stories of the farm, combined with At Source's ongoing commitment to market-leading innovation and quality control, and their promise to bring consumers the best tasting products from the best producers locally and abroad, is what Cecilia's World represents.

"The local dried fruit market has been static for a long time, with only Woolworths driving innovation in this category, in terms of different pack formats, variants and products, such as the soft eating dried fruit range launched seven years ago. Since 2002, At Source has been servicing Woolworths and Pick 'n Pay as their 'house brand' dried fruit supplier. While we will continue doing so, we felt the time was now right to launch our own brand, which reflects that same commitment to innovation and product excellence, but also encapsulates the heart and soul of our business," explains Handri.



The Cecilia's World range includes fruit and fruit & nut snack packs; fruit bars; and soft eating dried fruit packs. As with all At Source products, all produce used is either expertly grown on Koelfontein Farm or sourced from the finest growers in South Africa and the rest of the world. The same product development teams that have worked on the 'house brand' retail ranges in the

past will now also lend their expertise to the Cecilia's World ranges.

"This ensures that the quality of our products remains unsurpassed and that consumers are both surprised and delighted by the new brand's offerings. We want our customers to have the best possible dried fruit eating experience available and to see how naturally irresistible Cecilia's World is," says Handri.

That won't be difficult with the exquisitely-packaged products which mirror the authenticity of this honest, down-to-earth brand. Beautiful illustrations teamed with wonderfully curious



product names such as The Apricot & Mango Mystery; The Apple and Guava Adventure; The Tango of the Mango; The Romance of the Guava and Pear; The Great Trek of the Apricot and The Puzzle of the Peach will spur the imagination and tastebuds of both adults and children alike.

These wonderful stories about the products and the fruit, as well as the stories about the farm and the people, will all be on the Cecilia's World website to give you just a little taste of this wonderful place. Cecilia's World promises to be a definitive South African brand: providing real food, inspired by real people, and lovingly produced by their family for yours.

THE PLACE

Cecilia's World is a farm called Koelfontein (or Cool Spring) in the heart of the Warm Bokkeveld where Cecilia's dad is the sixth generation of

Conradies to grow fruit in the lush soils protected by mountains on all sides – the Waboomsberg behind, the Witzenberg alongside and Matroosberg ahead. These are the guardians of Cecilia's World and once you come over Gydo Pass and wind your way round to Koelfontein, outside Prince Alfred's hamlet, you may never have the heart to leave again.

THE PRODUCT

Our world-leading product development team has always ensured that Woolworths has the best new products and best quality on the market, and you can now get the same quality products and innovation in our new brand.

Every Cecilia's World product is meticulously sourced either from Koelfontein itself, or from the finest growers in the world, whether they are our neighbours or on the other side of the planet. Each one is then brought down to our valley where it is crafted by hand, using the best of age-old tradition and modern insight, into a product so naturally irresistible that it's good enough for our own tables. It is then packed with love and sent from our family to yours. From our heart, the heart of the valley, to yours.

PRODUCT INFO

The Cecilia's World launch range will consist of three sub-ranges:

- Fruit and Fruit & Nut Snack Packs
- All Fruit Bars
- Soft Eating Dried Fruit Packs

Each sub-range has a variety of delicious variants designed specifically to deliver the best possible eating experience available. We source our ingredients from the best producers around the world, ensuring that our quality is unsurpassed, and our consumers are surprised and delighted by our products. ■

For a full list of stockists that is updated regularly, please go to our website:
www.ceciliaworld.co.za.

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